American Orthopaedic Society for Sports Medicine
Policy for Advertising on Website
Adopted: October 7, 2022

Introduction

The mission of the American Orthopaedic Society for Sports Medicine is to be the premier global sports medicine organization representing the interests of orthopaedic surgeons and other professionals who provide comprehensive health services for the care of athletes and active people of all ages and abilities. To accomplish this, AOSSM cultivates evidence-based knowledge, provides extensive educational programming, and promotes emerging research that advances the science and practice of sports medicine. The Society also offers healthcare providers avenues to learn about products and services that improve patient outcomes or enhance their quality of life.

In April 2022, AOSSM unveiled a new website designed to serve the sports medicine community. The new design allows the Society to design a digital advertising program, an opportunity often requested in the past by companies that provide goods and services to healthcare professionals.

The following AOSSM website advertising policies will allow trusted partners to reach the Society's highly desirable audience while vigorously protecting its integrity, ethical standards, and credibility.

General

- All advertising must align with AOSSM's ethical standards and core values.
- All advertising is subject to the approval of AOSSM, which reserves the right to reject or cancel any ad at any time and at its sole discretion.
- The acceptance or appearance of an advertisement on the AOSSM website does not imply or constitute Society endorsement of the product or service, the manufacturer or claims made for the product or service. The use of the AOSSM name or logo may not be used as an endorsement, either actual or implied, of an entity or product.
- Advertisements shall not be deceptive or misleading and will not be accepted if they conflict with the Code of Ethics of AOSSM or other appropriate Society policies.
- Advertising on any page is not exclusive and ads may be displayed in rotation.

Types of Advertising

- Products or services accepted for advertising shall be relevant to the field of sports medicine and to orthopaedic sports medicine healthcare practitioners.
- It is the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing or sale of the products or services advertised.
- The following minimum criteria shall apply to all prospective advertisements.
    - The products or services advertised shall be relevant to, effective in, and useful in the practice of sports medicine health care delivery.
    - The products or services advertised shall be commercially available.
    - The FDA regulatory status of the advertised drug or device must be provided and disclosed in the advertisement. Advertisement for drugs, devices or other products that are subject to FDA regulation must comply with FDA regulations regarding advertising and promotion.
    - All advertisements must be clearly identifiable to the reader as advertisements.
    - Advertisements containing statistical statements or clinical studies for drugs, devices or other products must be based on studies by qualified individuals and contain appropriate citations.
    - Scientific and technical data concerning the safety of a product may be required for review prior to acceptance of advertising.
    - Research materials and/or other documents and data supporting the statements made in the advertisement may be required for review prior to acceptance of advertising.
    - Products and services that lie outside these guidelines may be accepted for publication in the Society's sole discretion.
- Comparison Advertising – The Society will accept comparative advertising in its sole discretion. Such advertising will be strictly reviewed because of its potential to unfairly attack a competitor or mislead the profession or public.
- Equivalency of claims must be identified within the copy submitted and substantiation must be available on request.
- If equivalency is based on the advertiser's own research, that research must be available on request.
- Advertisements disparaging a competitor's product or service will not be accepted.
- Comparisons that are false, deceptive, or misleading or that unfairly attack a competitor's product or service will not be accepted.
- Testimonials – Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government agency, testing group, or other organization must be accompanied by a written consent for use from the quoted individual/entity.

Unacceptable advertising:

- Advertising that conveys ethnic, national, religious, gender, or age bias or prejudice.
- Advertising that resembles editorial material in content and format.
- Advertising that highlights a scientific presentation sponsored by AOSSM that seeks to promote the technology, product, or service of the advertiser and/or the business relationship between the advertiser and a program presenter.

Special Requirements

- Companies, individuals, or groups wishing to advertise must comply with the following:
    - All submissions must be accompanied by a completed insertion order and payment for the initial term of the run (three months).
    - Any advertising requests made for the first time must include a copy of the current product/service literature with the original submission.
    - The company/individual must be in good financial standing with AOSSM.
- Advertisements for insurance coverage must be:
    - Complete and truthful.
    - Include full disclosure of expectations, exclusions, and limitations affecting the basic provisions of the policy.
    - Include a statement indicating the availability of insurance coverage within the U.S. and abroad.

Technical Specifications

- The advertisement should clearly identify the advertiser of the product or service offered.
- Layout and format of advertising copy shall avoid confusion with editorial content and the word "advertisement" may be required to assure clarity.
- AOSSM will accept .GIF, .JPEG and .PNG, file formats with minimum resolution 96 ppi.
- File sizes must be less than 1MB.

- The following layout will be accepted:

Billboard

1200x200px



Placement

Display ads will be permitted on the following website pages:

- Patient Resources: https://www.sportsmed.org/about-us/patient-resources
- Sports Medicine Careers: https://www.sportsmed.org/about-us/sports-medicine-careers
- Professional Opportunities: https://www.sportsmed.org/about-us/professional-opportunities
- Sports Medicine Fellowships: https://www.sportsmed.org/education/sports-medicine-fellowships
    - Fellowships Listing: https://www.sportsmed.org/education/sports-medicine-fellowships/fellowship-listing
    - Sports Medicine/Arthroscopy Fellowship Match: https://www.sportsmed.org/education/sports-medicine-fellowships/sports-medicine-arthroscopy-fellowship-match
- Emerging Leaders Page: https://www.sportsmed.org/membership/emerging-leaders
- Traveling Fellows – available only to entities that sponsor the Traveling Fellows program: https://www.sportsmed.org/membership/traveling-fellowship
- *Sports Medicine Update* –available only to *SMU* sponsor: https://www.sportsmed.org/membership/sports-medicine-update

Scheduling

- Advertisements will be posted after an insertion order and payment has been received from the advertiser.
- Prospective advertisements will be submitted to AOSSM for review at least 10 business days prior to being posted.
- Advertising contracts are available in the following increments:
    - Three (3) months: $2,000
    - Six (6) months: $3,500
    - Twelve (12) months: $6,000

  An amount equal to at least the first three months' fee must be paid when the insertion order is submitted. Advertising will not begin until the initial payment has been received by AOSSM. Subsequent quarters will be billed to the advertiser every three months.

  Advertisers who hold six- and 12-month contracts may change the URL, art file and location of their ad one time each month at no additional cost. Changes may take up to two weeks to appear and will not change the term of the contract.

Website Advertising Insertion Order

Contact Information

Today's Date:

Contact Name:

Agency Name (if applicable):

Advertising Company Name:

Street Address:

City, State, Postal Code:

Telephone:

Email:

Insertion Details

Ad Start Date:

Ad End Date:

Ad Name/Description (no more than 10 words):

Ad Size:

URL for Ad Link:

Payment

☐ Check Enclosed **or** ☐ Credit Card: ☐ American Express ☐ MasterCard ☐ Visa

Card Number: Expiration Date: Security Code:

Name of Cardholder:

Total payment: ☐ 3 months: $2,000 ☐ 6 months: $3,500 ☐ 12 months: $6,000

Website Advertising Insertion Order (continued)

Page on Which Ad Should Appear (select only one)

- ☐ Individual Events: https://www.sportsmed.org/education/programs
- ☐ Patient Resources: https://www.sportsmed.org/about-us/patient-resources
- ☐ Sports Medicine Careers: https://www.sportsmed.org/about-us/sports-medicine-careers
- ☐ Professional Opportunities: https://www.sportsmed.org/about-us/professional-opportunities
- ☐ Sports Medicine Fellowships: https://www.sportsmed.org/education/sports-medicine-fellowships
- ☐ Fellowships Listing: https://www.sportsmed.org/education/sports-medicine-fellowships/fellowship-listing
- ☐ Sports Medicine/Arthroscopy Fellowship Match: https://www.sportsmed.org/education/sports-medicine-fellowships/sports-medicine-arthroscopy-fellowship-match
- ☐ Emerging Leaders Page: https://www.sportsmed.org/membership/emerging-leaders
- ☐ Traveling Fellows – available only to entities that sponsor the Traveling Fellows program: https://www.sportsmed.org/membership/traveling-fellowship
- ☐ *Sports Medicine Update* –available only to *SMU* sponsor: https://www.sportsmed.org/membership/sports-medicine-update

Thank you for your interest in advertising on sportsmed.org. Submit this insertion order **along with a digital file of your ad which meets the specifications above** to:

Melanie Stanton
AOSSM
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Rosemont, IL 60018
Direct: 847.655.8651, melanie@aossm.org